Vol. 10 No. 2 SUMMER 2000

AUTHORIZED REPAIR CENTER

Network News

A News Update For Nintendo Authorized Repair Centers ™

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Nintendo News

Nintendo Network News
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Website Updates

By Rob McCuistion

If you would like your Service Center website link posted on Nintendo's Servicer website, please forward the URL to me via email, fax or phone. My contact information is: phone: 425-861-2274, fax: 425-558-7100, email: robemc04@noa.nintendo.com.

Welcome New Servicers

By Michael Hughes

Since our last Network Newsletter, we have brought on three new Servicers joining our Nintendo Authorized Repair Center Network.

1) Game Dude	Grand Junction, CO	Owner: Rob Balmer
2) Videotronics	Richmond, VA	Owner: Mark Kingery
3) EPM Electronics	Burbank, CA	Owner: Pierre Manoukian

Servicer Spotlight

By Michael Hughes

While attending this years' N.A.S.A. Trade Show, I spotted someone sporting a denim Nintendo Authorized Repair Center℠ shirt making his way through the show. It turned out to be Tre Deathe from Shaver Service Center. I asked Tre to share his thoughts on his success. "Shaver Service Center has been serving customers in Central Texas since 1969. The store was purchased from the Remington company by my father and I started work there while in high school and ultimately chose to make it my life's work. In the beginning, we sold and repaired electric shavers. With the advent of mass merchandisers and as manufacturers expanded their lines, we had to adjust. We have expanded our service business by adding most small kitchen appliances, power tools and Nintendo. We recently became a Hunter fan service center, adding manufacturers at a manageable pace.

"Nintendo has been a great addition to our business, it brings customers in the door that we would not otherwise see. We like the way Nintendo does business with its service centers. The Power Swap program is a win-win for everybody and the quick turnaround on orders is a real plus for our customers. Thanks Nintendo for the privilege of being in partnership with you to better serve your customers."

Tre, we appreciate your dedication to service and look forward to your continued support. Good luck with your second location in San Antonio.

N.A.S.A.Conference 2000 Breckenridge, CO

By Michael Hughes

Nintendo of America had the privilege of attending the annual NASA conference in Breckenridge, Co. this past June. While the altitude made getting around an adventure, the Trade Show and One-On-One Meetings were very beneficial for both the attending Servicers and Manufacturers.

Nintendo was able to meet with existing Servicers as well as nine potential Service Centers to discuss Nintendo's repair program during the two day Trade Show.

The One-On-One Meetings allowed existing Servicers to meet with us to exchange ideas designed to tailor the Servicer's needs with our service requirements.

The Servicer Clinics provided the Servicers additional training by key Manufacturers such as Hunter Fan and Braun.

The NASA conference provides Servicers an opportunity to exchange ideas and concepts with your fellow Servicers both during and after business hours. This Manufacturer looks forward to more NASA members taking advantage of this exciting conference next year in sunny Florida.

Wanted...

By Luther Smith

Expansion Paks and Controller Paks™. These items have been spotted in many N64® Control Decks and controllers once the unwary customer has left with one of your handy Power Swap℠ systems.

The Expansion Pak can easily be overlooked in a hasty transaction but is readily identified as a bright red shield under the removable cover located on the top of the N64 Control Deck. The Controller Pak, on the other hand, is much less noticeable and more likely to slip by the untrained eye. It can be only be found by checking the port on the underside of the N64 Controller.

Loss of these items causes unnecessary frustration for you and your customer in addition to wasted time that is better used playing games. If spotted remove with caution and return to the customer on site or insert into the exchange unit before completing the transaction. We appreciate your assistance in keeping our mutual customers ***in the game***.

The Changing Face of the Industry

By Joe Conklin

While at the recent NASA conference, I had the opportunity to talk with several servicers about the state of the repair industry. I was surprised by the wide range of reactions that I received.

I assumed given the lower price points that most appliances and electronics have in this day and age, that everyone would be feeling the bite of our disposable society. There were those that bemoaned this fact and felt that the future for servicers was indeed bleak.

Yet, I did talk with others who had very optimistic views of the future of the industry. Why the difference? The one fact that I did notice was those with the positive outlook had taken steps to adapt to the changing face of the industry. Not content to wait for the business to come to them, they were actively pursuing new business contacts at the retail level. They were getting into the lucrative rental market. They were developing a side business on seconds. In short, they were exploring every way possible to take advantage of all revenue sources.

A key to profits lies in increased revenues. Fixed costs, labor and costs associated with sales can be controlled to help improve profitability. But increasing revenue while controlling these costs is the surest way to improve the bottom line.

Take a look around you and open your eyes to the possibilities. Change occurs in every business, it is the smart owner that knows how to profit from it.

Remember that it is the *start* that *stops* most people.

I'm Free, I'm Free

By Lynnette Anderson

The *Maintenance Tips From the Pros* brochure and the *Does Your Nintendo System Need Repair?* brochure are available to you at no cost. Order them today!

These are excellent tools to assist your customers on how to take care of their Nintendo products and also to promote your business.

When ordering the *Does Your Nintendo System Need Repair*? brochure, request the Parts Department print (at no cost to you) your repair center name, address and phone number on the brochure.

Also, if your repair center can handle the volume, you may wish to contact the local retailers (Electronics Department) in your area and give them these brochures to promote your repair service.

To order, fax the Nintendo Parts Department at 800-447-8362.

Maintenance Tips From the Pros…Part # 21919
Does Your Nintendo System …Part #28881
Quantity: Both come in bundles of 100 brochures

Now You See It, Now You Don't

By Luther Smith

All Nintendo hardware systems, when shipped to the stores, have serial numbers that tell us what kind of system it is. When these serial numbers are registered in our system at the point of purchase through electronic registration or through our consumer service department they tell you when the unit was purchased and when the warranty expires. Not all stores use electronic registration so you, the Nintendo Authorized Service Center, can also register the system.

Simply contact your Field Service Administrator and register the serial number over the phone.

With the introduction of the Game Boy® pocket and Game Boy® Color we have a new opportunity for you to take that extra step for your customers. The serial number stickers seem to wear off or dissolve under heavy use. When you receive units in this condition, call your Field Service Administrator and check for warranty authorization. It is important for us to give our customers the full value of their warranty and continue to build confidence in our product support. This is just one more way that you can help us 'keep them in the game."

Nintendo Denim Shirts Are A Hit!

by Lynnette Anderson

"Do you repair Nintendo systems?"
"Can you repair my Nintendo system?"

That's what you have told us consumers are asking you when they see you wearing your Nintendo denim shirts. And of course you are saying "Yes"…you just got yourself a new customer. Isn't that great!

You will receive a matching funds check for 50% of your denim shirt order as long as there is an equal or greater balance left in your matching funds account.

An order form for the denim shirts is attached to this newsletter. If you have any questions, please contact Lynnette at 1-800-447-8373

Parts Department

By Sam Self, Iris Williams, Brian Christensen

Nintendo's Parts Department team features four talented and hard working employees. Leading off this team is Scott McCormack, Manager of Technical Services, followed by Iris Williams and Sam Self with Brian Christensen rounding out the department. Together, this team makes sure that your orders and inquiries are addressed in a timely manner.

Scott oversees this department making sure that orders are fulfilled quickly while ensuring that the Service Department, as well as our Express Program, has a ready supply of Power Swap units and parts.
Iris is responsible for Canadian and Latin American part orders as well as those for our Authorized Repair Centers.
Sam is responsible for Authorized Repair Center orders as well as Subcontractor forecasting and orders.
Brian is responsible for Developer Sales Support, selling to many companies around the world. Brian also updates all Service Center information as changes occur i.e., address changes, phone # changes, or service level changes in our referral system database.

Your Parts Department welcomes your questions, whenever they arise, regarding Part Orders or Return Authorization requests. They can be reached at (800) 531-4048 M-F from 7AM-5PM Pacific Time.

From left: Scott, Brian, Pikachu, Iris, Sam

Nintendo Power® Ad

By Lynnette Anderson

Look for our service network ad in the September 2000 Nintendo Power magazine issue. Different ads appeared in the June, July and August issues, and an ad is planned for the October issue. All of these full-page ads are intended to drive customers in your door.

These ads are designed to draw our consumers' attention to call our Customer Service Department at 800-255-3700 to find the service center closest to them.

Some People Are Better Players Than They Are Technicians
Bandage
*$30
Go to the pros who know how to get the job done right!
Call 1-800-255-3700
for the Nintendo Authorized Repair Center® near you!
YOUR SERVICE CHOICES:
AUTHORIZED REPAIR CENTER
Drop off your broken system and get a permanent replacement the same day or shipped directly to you within 3 business days.
EXPRESS PROGRAM SERVICE
For an additional $7.50, your system will be picked up and delivered to your home or place of business within 10 business days.
*$59
*Call For Pricing
*$39
*$25
Nintendo

Tech Tips

"I've changed the PCB on an N64, I have a power light but all I get is a blank screen." What could possibly be the problem?

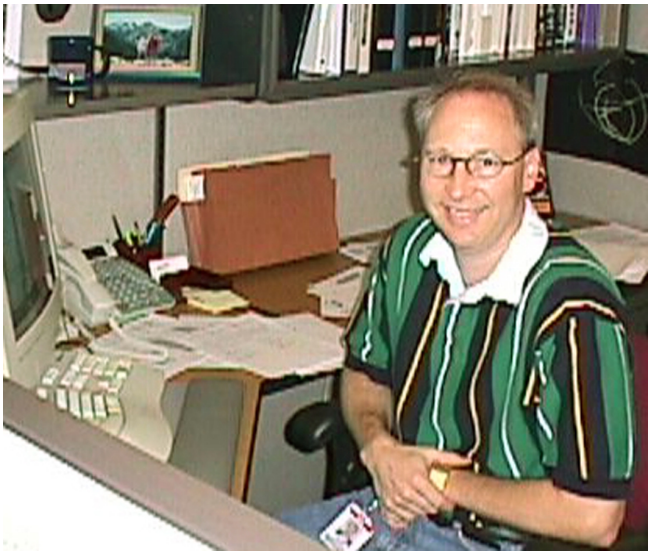
The problem most likely is your AC Adapter. It can be bad and still have a power light on the control deck. The AC Adapter actually provides two sources of power, 12 volts, which runs the encoder and sound amp and 3.3 volts, which provides power to the indicator light. If the 12 volt source is faulty it won't allow video to display (causing a blank screen) while the 3.3 power source still provides power to the power light.

Meet Rob McCuistion

By Michael Hughes

Nintendo's Field Service Department welcomes Rob McCuistion to our team. Rob is new to Nintendo of America and will be taking over the Product Support Analyst role. Rob's background includes stints as a Systems Analyst and IT Consultant. In addition, Rob has trained and worked in the Material Control field.

Rob's combination of experience in these areas will, as Rob states, "allow me to hit the ground running here in Field Service. I plan to familiarize myself with the details of my new job and be able to provide a high level of Analytical Support to the team, as quickly as possible. In addition I am training with the Field Service Administrators on fielding Repair Center calls, so I will be talking to you when you call us for support."



Nintendo News

Top 20 Games Sold

IGN 64 July 25, 2000

July 2 through July 15th TRSTS reports show that the Nintendo 64 is "leading the way once again" in Top Selling Game Software Titles.

Kirby 64: The Crystal Shards and Pokemon Yellow take the first and second spot respectively. Perfect Dark, Pokemon Trading Card and Pokemon Blue all ranked within the Top Ten Selling games.